ITT Planning Proposal To Sell to Russians

Representatives of the International Telephone and Telegraph Corp. will visit Moscow April 11 to present a sales proposal to Soviet officials, ITT and government sources said yesterday.

Reports of a secret deal involving a large commercial sale by ITT to the Soviet Union were denied.

White House and State Department spokesmen said ITT informed the government in December that it had agreed to make a sales presentation in Moscow.

These officials said that between 75 and 100 American companies have made such presentations in the last year in the hope of making sales to the Soviet Union.

There is no pending license request from ITT involving any transaction of a major kind with the Soviet Union, White House press secretary Ronald L. Ziegler said.

"The government has no information at all about a sales arrangement between ITT and the Soviet Union," Ziegler said.

An ITT spokesman in New York said ITT was invited originally in February, 1971, "to make a presentation on its activities and capabilities to the State Committee for Science and Technology."

The invitation was later reconfirmed in December, the spokesman said, and ITT informed the State and Commerce Departements of its intention to make a sales presentation.

Sources familiar with ITT's training said the company seemed to have in mind a wider-ranging deal than other U.S. companies contemplate. ITT reportedly contemplates presentations including telecommunications equipment, hotel management, housing and food and consumer products and processing.

A large number of industrial items may be sold by American companies to the Soviet Union without a license. Other items of a more sensitive nature require a Commerce Department license.

Industry sources have said the Russians indicated to ITT they were primarily interested in telecommunications equipment, including new technologies such as integrated circuits.